



اُنِيْوَرْسِيْتِيْ تِكْنُوْلُوْجِيْ مَآرَا
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BUSINESS PLAN

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1.0 EXECUTIVE SUMMARY

Nuage De Parfum offers a wide variety of nourishing body mists products with pleasant fragrance that is made with natural ingredients. Nuage De Parfum products provide users with soft skin and improving skin texture plus strengthening hair skin and nails. Furthermore, it provides long-lasting hydration, preventing users from experiencing skin dryness and preventing users from undergoing skin allergens as the formula used are skin-friendly. The main organic ingredients used in this body mist include aloe vera, vitamin E and vitamin B7 where all ingredients are non-alcoholic. These products are suitable for both men and women and can be used by all ages. Other than that, this body mist provides three different scents such as Fiorella, Cocomera and Vaniglia. Nuage De Parfum company managed by five entrepreneurs. The main purpose we produce body mist is because of growing global demand for sustainable and lightweight fragrance solutions of body mist. We then start out to create a range of variety scents of body mist that would meet the needs of the public and offer them satisfaction. Nuage De Parfum is the best choice for this market, as our products have a high demand in Malaysia, particularly among women as they seek everyday scents that align with modern trends of 'self-care' and personal expression.

Our company is known as a top brand in the personal care industry as we offer refillable options and many benefits. In addition, our go-to-market strategy includes partnership business which allows Nuage De Parfum to expand its business opportunities in the global market. To achieve the goal of the company, we assign specific tasks and responsibilities to every employee to ensure the success of our body mist product. One of our key roles in this company is research and development (R&D) departments as this department is responsible for conducting research of the selection of the ingredients and for testing the product before it is launched to the market. We also oversee the financial department and tax obligations for the business. Not only that, the marketing department is contributory in maintaining and promoting the company's current products in the Malaysian market. Last but not least, we will ensure that our products give positive and lasting impacts on users who appreciate and care about the health and beauty of their skin.

2.0 INTRODUCTION

This company is run as a cooperation with five members. The business was founded on February 22, 2022, and these five people are collaborating to manage it. Our primary business is manufacturing and marketing high-quality, reasonably priced body mists that add elegance and self-assurance to daily activities.

Our company, which began its journey with the intention of developing a line of lavish yet affordable fragrances, considers itself lucky to be a part of the active Port Klang community in Selangor. Every product in our collection is skilfully crafted, combining long-lasting benefits with pleasing scents to keep our customers feeling refreshed and confident throughout the day.

Our company Nuage De Parfum is driven by the shared objective of creating a unique name in the fragrance industry. We believe that scents may express individuality, enhance feelings, and trigger memories. Our company is committed to providing a broad selection of smells that suit a range of tastes so that there is a perfume for everyone. By developing body mists with delicate, light aromas that provoke powerful emotions in consumers and leave them feeling renewed, upbeat, and emotionally strong, we hope to position our business as a top brand in the fragrance sector.

Despite its modest beginnings, our company has massive goals. Our goal is to create emotional connections with our target audience by offering a broad range of body mist scents that suit various consumer tastes and emotions. By expanding outside of Selangor and eventually adding stores around Asia, our company hopes to combine branding and strategic marketing. Our business is committed to ongoing innovation and development in order to meet the changing demands of our clients.

2.1 OBJECTIVE OF PROPOSING THE BUSINESS PLAN

To lead our company toward long-term success, we must have a clear vision. Our goal is to become a leading brand in the fragrance industry by creating body mists with delicate, light scents that evoke strong emotions and leave our customers feeling refreshed, uplifted, and emotionally empowered. Every decision will align with this vision, ensuring that all stakeholders and teams are united in their efforts, fostering enthusiasm and laying the groundwork for sustainable growth.

We will take strategic steps to achieve this vision, including expanding into new markets and launching new products. These tactics will be regularly assessed to ensure they stay in sync with our goals and adapt to market changes. Additionally, we will manage our financial resources effectively, making key investments in infrastructure and talent to support our growth. By prioritizing these resources, we aim to streamline operations and equip our teams with the tools they need to succeed.

Financial stability will be a cornerstone of our long-term success. By focusing on cost control, monitoring cash flow, and managing expenses, we will ensure that the company remains financially healthy. We aim to strike a balance between generating revenue and controlling expenses to secure future growth and make sound investments. Alongside this, attracting and retaining investors will be crucial to our expansion. We will build trust by providing transparent earnings projections and maintaining openness in our operations.

Effective risk management will also play a key role in safeguarding our business. We will implement a comprehensive risk control framework to identify and mitigate potential risks, such as economic shifts, operational challenges, or regulatory changes. With proactive strategies in place, we will be able to respond quickly and minimize any negative impacts, ensuring smooth operations and protecting the company's interests.

To build our brand and drive sales, we will focus on targeted marketing campaigns, social media engagement, and digital marketing strategies. Training our sales team to convert leads into customers will also be essential. Additionally, a performance management system will help track progress, with regular reviews and clear KPIs to foster a high-performance culture. Open communication across teams and stakeholders will be vital, ensuring everyone is aligned with the company's goals and objectives. By concentrating on these strategic areas, we are confident that we will achieve both short-term and long-term success.